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U. S. Department of Agriculture

New Red Peach
$30 Half - Bushel

BENTON HARBOR, Mich., Aug. 6. (AP)—The market demand for Michigan's new peach but of variety—the Redhaven—was a big success.

A half bushel of Redhavens sold for $30 on the fruit market here yesterday in the first commercial offering of the new peach.

While the big price paid for the Redhavens was credited to their originality, growers said the new product may have a great effect upon the industry.

The Redhaven is a brilliant red even when unripe and is said to have excellent shipping qualities.

We Have It ! !

Another W I N N E R ! !

The C. & O. Nursery Co. overlooks no opportunity to test and have available for our customers----the finest, most modern fruit varieties.

Redhaven fruit sampled by us this summer was of the highest quality and splendidly flavored.

Test shipments of Redhaven fruit from Michigan to Wenatchee came through in perfect condition---- indicating that Redhaven is a first class shipper.

For fall and spring planting we offer a limited number of first class Redhaven trees.

The New R E D H A V E N Peach

"A ROYAL FAMILY OF PEACHES" (from the Country Gentleman Magazine, June 1940)

"Horticultural nuggets as golden as the metallic kind that started the California gold rush in 1849 are being found in the hilly, sand-dune fruit country along the east shore of Lake Michigan. The city of South Haven, in Southwestern Michigan, is the center of this modern day gold rush where growers and plant breeders are collaborating in a successful search for bigger, better, prettier, hardier, and earlier peach nuggets. ***"

"Two brand-new varieties are making their debut into commercial horticultural society this year. They have been christened the Redhaven and the Early Haven. ***"

"The Redhaven----the new horticultural sensation, is a Halehaven--Kalhaven cross.

"The Redhaven matures its peaches fully a month ahead of the Elberta---- in the season of the Admiral Dewey and the Oriole, both poor shippers. The Redhaven peach is more highly colored than either the fruit of its parents, the Halehaven or the Kalhaven. Because of this brilliant red color, the new peach was named Redhaven. The skin is smooth and tough, while the yellow flesh is firm, fine textured, moderately sweet, of excellent quality, and free at the stone. "

For Fall 1941 and Spring 1942 delivery----we offer first class Redhaven trees

3 foot up size: Each $1.25 Per 10: $10.00 Limited ten Redhaven trees to each customer.

COLUMBIA & OKANOGAN NURSERY CO.

"THE WENATCHEE NURSERIES" WENATCHEE, WASH.

36th YEAR

A. Grant Fox
Ontario, Canada.

C. & O. Nursery Co.,
Wenatchee, Washington

Gentlemen:

Your letter of January 12th received.

The introduction by the Michigan Experiment Station of Peach #22---now named Redhaven---will decidedly limit the future possibilities of the Fisher. This peach---the Redhaven---has about everything a good peach needs. The color is vivid, even in the shaded parts of the lower branches. The whole peach is colored several days before it ripens. It is a freestone with extra good flavor. Redhaven is an extremely heavy bearer and when thinned it sizes up well. I have no trouble in getting from 2 to 2 1/2 inch size.

Redhaven is now my first choice of all peaches ripening up and until Golden Jubilee season.

Yours very truly,

(signed) A. Grant Fox

NOTE:

Mr. Fox is one of Canada's largest peach growers, located in the Lake Shore district of Ontario.

For Fall 1941 and Spring 1942 delivery we offer a limited quantity of first class Redhaven trees.

See other side of this sheet for prices.

Order now.

The following is quoted from "Hoosier Horticulture"----March 1941:----

"The Redhaven Peach originated at the South Haven Experiment Station from a cross made between Halehaven and Kalhaven in 1930.

"Trees of this variety are apparently above average in vigor and to date have shown no marked weaknesses. Examination of fruit buds following the severe cold of the winter of 1935--36 showed that this variety withstood injury to buds as well as South Haven, which is considered very resistant to this type of injury. The trees bear young and are very productive."

"The fruits of Redhaven mature very early----about a month before Elberta. They are medium in size, slightly elongated in shape and usually almost completely covered with a brilliant red color. Where the ground color shows it is bright yellow. The skin is smooth and tough. The flesh is firm, fine-textured, moderately sweet in flavor, and of good quality. The stone is always free. The firm flesh and tough skin indicate better handling qualities than are usually found in a peach of this early season."

See--Over for Redhaven tree prices.